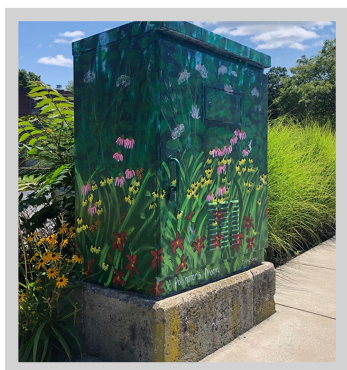


Wellesley Traffic Box Art Program

Fall 2021



Wellesley is home to an active creative community - of working artists, independently owned businesses, state environmental and cultural organizations, and dynamic town government – that host events regularly through the year and positively contributes to our shared physical and social environment.

The Public Art Committee (PAC) works to create opportunities for public art within Wellesley.

In the interest of enhancing the visual experience for residents and visitors to our town, the PAC, working with the Wellesley Police Department, is inviting artists to help transform local traffic boxes into visual and graphic delights that will provide an entertaining and stimulating experience to passersby. We are pleased to announce the fourth round of the Traffic Box Art Program (WTBAP) that will focus on transforming three electric boxes along Wellesley's most bustling corridors!

Selected artists for the Wellesley Traffic Box Art Program (WTBAP) will receive a \$1,000 stipend, per location, to cover time, transportation, and supplies.

This program is supported in part by a grant from the Wellesley Cultural Council, a local agency, which is supported by the Mass Cultural Council, a state agency, and a grant from the Community Fund for Wellesley's Al Robinson Fund for the Arts. We are grateful for their generous support



Who Can Participate?

Anyone can apply to paint a traffic box, and invitations will be extended to anyone willing to meet the general requirements of this call for artists.

A general invitation to submit proposals is being issued to the public – both amateur and professional artists – as well as art and educational institutions. We would like to have the broadest possible reach in hopes of acquiring the highest level of talent and imagination for this project. Participants from art education institutions may consist of students, faculty and alumni. Participant does not have to be a Wellesley resident to apply.

A committee will make selection recommendations, and final approval will be made by the Wellesley Public Art Committee and Wellesley's Select Board. Traffic boxes that have other critical stakeholders may need additional approval.

Artists are welcome to choose one of the many traffic boxes selected to create a site specific proposal or create a proposal that is broader in scope and can be painted on any of the traffic box locations. Proposals should include all sides of the electric box, including the top of the box. All proposal should be submitted on one of the attached traffic box templates.

Artists' Proposals:

Proposals should include the artist's signature on the proposal as it would appear at the bottom of the actual traffic box. Signatures shall not exceed 2 inches high x 8 inches wide and may include the copyright sign "©" with the date.

All submitted proposals become non-exclusive copyrights of the Wellesley PAC. Wellesley PAC will never use designs submitted by one applicant to commission another artist – unless given explicit approval by the applicant.

What Proposals are Eligible?

The Wellesley PAC acknowledges that everyone relates to their creative forces and respective art influences differently.

The first priority is that the boxes become high quality artworks that enliven the public realm. This can come in many forms and styles.

Proposals should be positive, original, creative, colorful and compliment the site.

Proposals should be designed to last a minimum of two years. However, the traffic box is public property equipment and may require upgrading or need replacing at any time. There is no guarantee of how long the artwork will remain on a traffic box. The Town of Wellesley has the right to move or remove the artwork at any time.

Proposals will be ineligible if they involve:

- A breach of intellectual property rights (i.e. somebody else's idea)
- Trademarks, brand or business names, logos or copyrighted images
- Collage or gluing anything onto the box

What About Copyright?

The artist owns the copyright of the artwork created for the traffic boxes and may use for portfolio and copyright purposes. The Wellesley PAC may enter into an additional agreement with the artist if commercial products are produced by Wellesley PAC. The artists further agree to allow the Wellesley PAC and the Town of Wellesley to use the artwork image in any non-commercial way, to promote the WTBAF, the Wellesley PAC, the Town of Wellesley, and any associated events. The WTBAF and the Town agree to use all images in a professional manner and will label all images with artist's name attached. In addition, the Town reserves the rights to make and use promotional footage collected for television, web publication, and other media outlets.

What Steps are Involved?

Applicants need to mail or deliver a complete proposal so it is received by Sept 21, 2021. Late submissions will not be reviewed.

1. The selection committee will review the proposals and recommend three artists, one artist for each of the three traffic boxes.
2. The PAC and the Town of Wellesley will grant final approval and inform the selected artists.
3. Chosen artists will be announced Oct 1, 2021.
4. Selected artists will need to sign and return an Artist Contract

Other Useful Information:

1. The Town will have the traffic boxes primed and ready at the appropriate time.
2. The anticipated schedule is for traffic boxes to be painted during the fall of 2021. Traffic box painting must be completed no later than Nov 15, 2021.
3. Selected artists must supply their own materials based on Wellesley PAC standards using the \$1,000 stipend. The following types/brands of paint have been approved by the WellesleyPAC based on durability, fading, and ability to hold up in weather:
 - Sherwin Williams Resilience Exterior Acrylic Latex, Gloss
 - Benjamin Moore, MoorGlo, Soft Gloss, Exterior Latex Paint
 - Golden Acrylics (be sure to use only "color fast" colors)
4. Traffic box concrete bases must be kept clean and free of paint.
5. The small box that contains the glass meter should be painted, but not the glass electric meter itself.
6. The PAC reserves the right to terminate the agreement at any time.

Locations under consideration for round 4:

- 1) Washington Street at the Rt16 West Exit Ramp & Wellesley Hills Library Branch
- 2) Washington Street at Walnut Street
- 3) Central Park - Central Street & Grove Street
- 4) Walnut Street at Cedar Street
- 5) Rt 9 East Exit Ramp at Cedar Street
- 6) Church Park - Central Street at Rt16 (2 boxes, additional compensation for this location TBD, see photos below for details)
- 7) Linden Street at Everett Street (2 boxes, additional compensation for this location TBD, see photos below for details)

Dimensions:

Standard Traffic Boxes (dimensions vary slightly)

Front/Back: 44"w x 55"h

Sides: 27"w x 55"h

Standard MLP Boxes (dimensions vary slightly)

Front/Back: 36"w x 50"h

Sides: 19"w x 50"h

Locations with Special Considerations:

This round we have a few locations that include more than one box, and include MLP boxes which are slightly smaller than the standard traffic box. Please choose the correct design template when you are working on your proposal if you want it to be considered for one of these locations. We have included photos of these special locations, however we recommend you visit the locations in advance, to truly understand how your design will work on site.

Church Park has 2 boxes (located at Central Street at Rt16)

Artists have the option to create a site specific design for each box at this location that would relate to one another, or to propose one design that is modified on site to incorporate both boxes.



Linden Street at Everett Street has 2 boxes

Artists have the option to create a site specific design for each box at this location that would relate to one another.

Attached is a specific Linden & Everett design template for the narrower MLP box to the right of the standard traffic box at this location. Please use both templates if you are interested in painting both boxes.



Central Park has 1 box (located at Central Street & Grove St.)

Use the standard MLP design template for this location



Submission Checklist:

Only complete submissions, which include the application form and the design template will be reviewed by the selection committee and must be received by Sept 21, 2021. Late submissions will not be reviewed.

Artwork should include the artist's signature on the proposal.

All selected artists must be available to paint the electric box assigned to them beginning Fall 2021 and completed project by Nov 15, 2021

E-mail or Deliver the Submission:

E-mail one printed version of the complete submission to: wellesleycap@gmail.com

or deliver submission to:

Wellesley Police Department
c/o Chief Jack Pilecki
485 Washington Street, Wellesley, MA 02482

All submissions must be received by Sept 21, 2021 at 4:00PM to be considered.

Questions please contact Chief Jack Pilecki at 781-235-0062.

Wellesley Traffic Box Art Program

Application Form - Fall 2021

Contact Information

artist name:

mailing address:

telephone number:

email:

artist website address (if applicable):

artist social media handle (if applicable):

Would you like to be considered for future submissions if your proposal is not chosen for this round? Yes No

Proposal Information

artist name:

title of artwork:

description of the reasons or inspiration behind the proposal (50 words or less):

(this information will be used for publicity about the program and on the public Traffic Box Map on located on the town website)

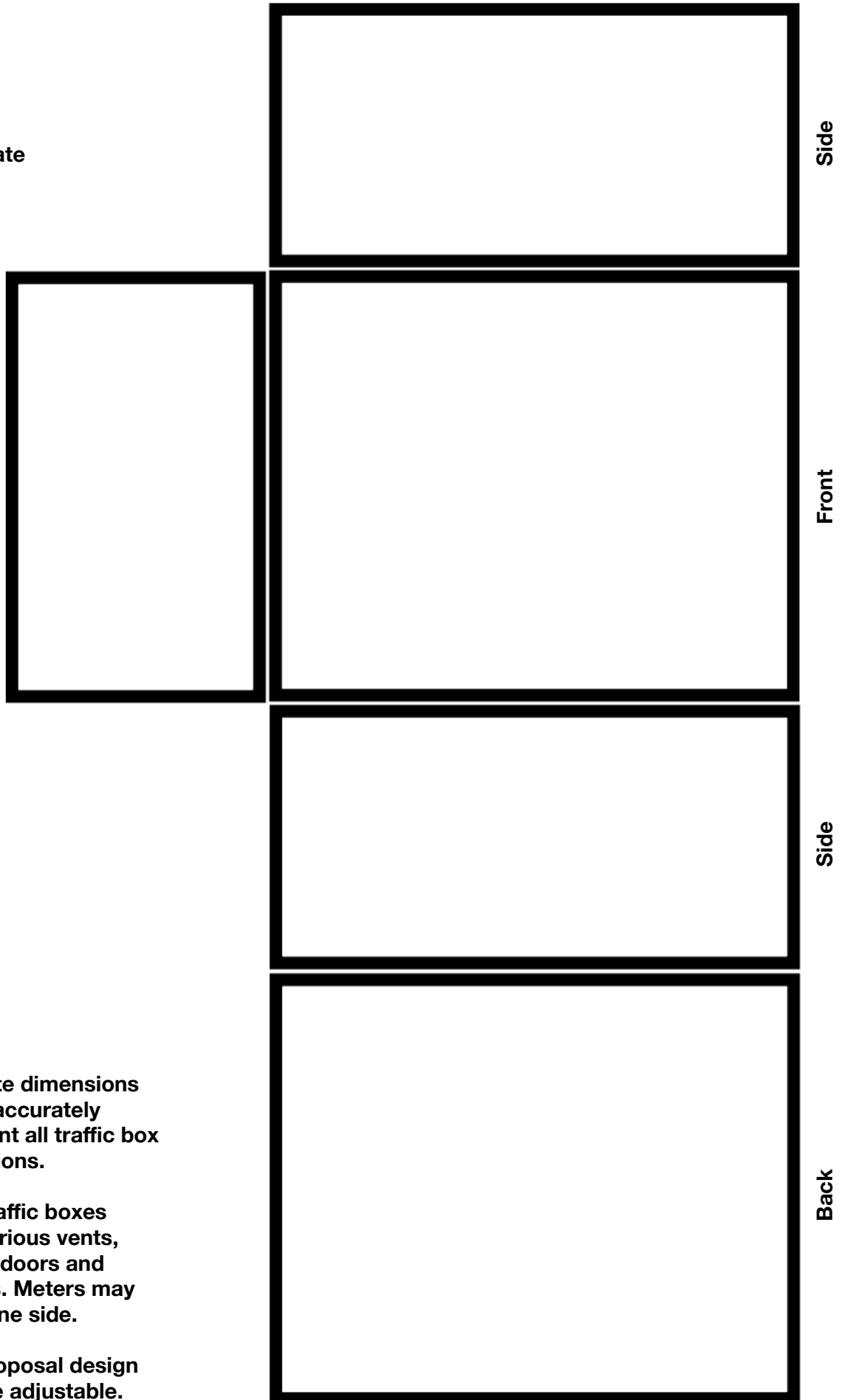
**Traffic Box
Design Template**

Artist Name: _____

Template dimensions
do not accurately
represent all traffic box
dimensions.

Most traffic boxes
have various vents,
seams, doors and
handles. Meters may
be on one side.

Your proposal design
must be adjustable.



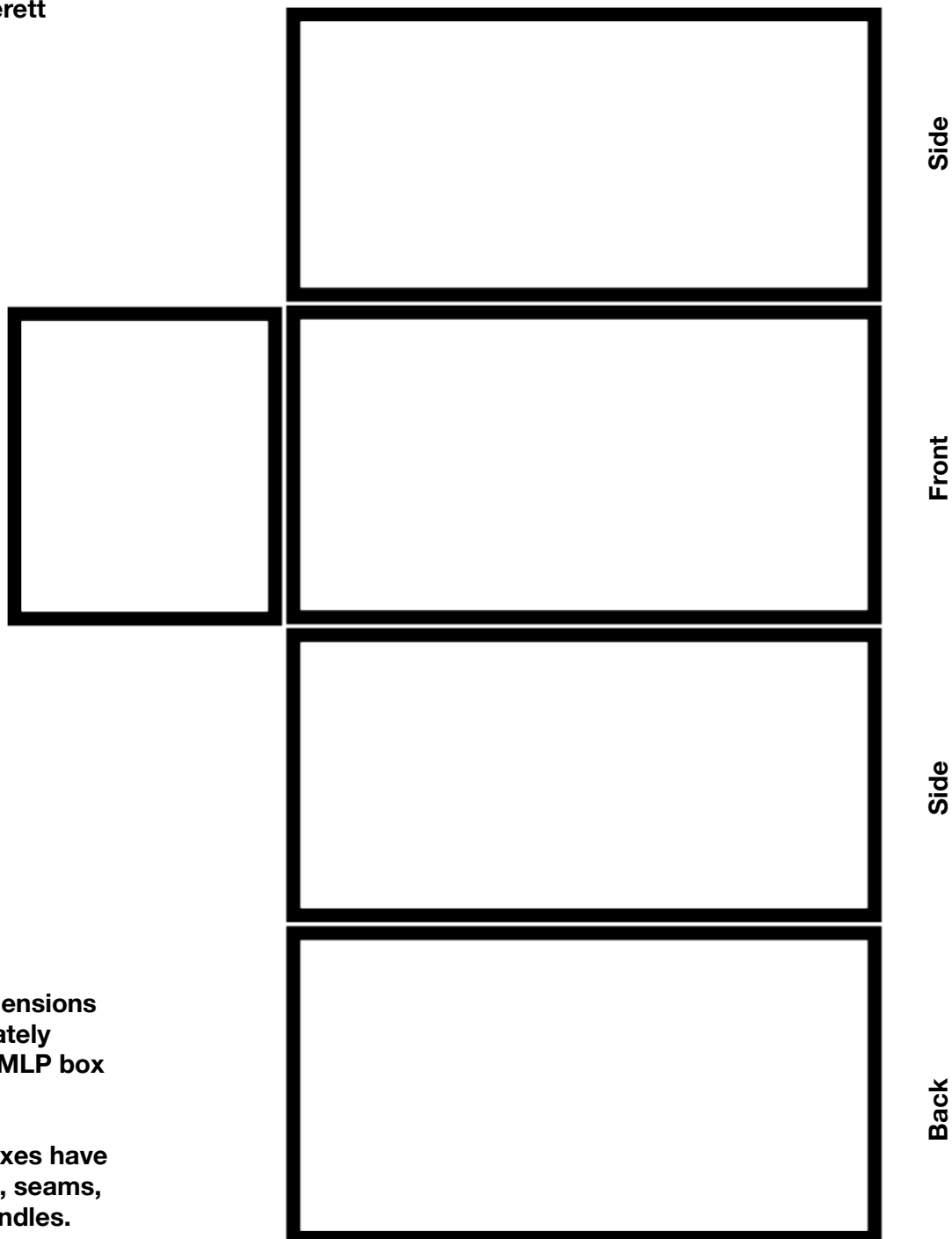
**Design Template
Unique to
Linden & Everett
MLP Box**

Artist
Name: _____

**Template dimensions
do not accurately
represent all MLP box
dimensions.**

**Most MLP boxes have
various vents, seams,
doors and handles.
Meters may be on one
side.**

**Your proposal design
must be adjustable.**



**Standard MLP Box
Design Template**

Artist Name: _____

Template dimensions
do not accurately
represent all MLP box
dimensions.

Most MLP boxes have
various vents, seams,
doors and handles.
Meters may be on one
side.

Your proposal design
must be adjustable.

